

Safer Internet Day

Dissemination plan –January 2024



Please note, this document supersedes Issue 1 of the Safer Internet Day 2024 dissemination plan which was issued in December 2023. It focuses on messages and assets for the final two-week countdown period.

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Campaign overview

Each year on **Safer Internet Day**, millions of people join forces "**Together for a better internet**" to inspire positive change online, raise awareness of online safety issues, and participate in activities across the globe.

On **Tuesday, 6 February 2024**, we invite you to join the movement and help us ensure that the internet is a place of opportunities for children and young people where they can create, engage, and share positively and freely. This year, we will be celebrating the **21st edition** of the observance.

Over the years, Safer Internet Day (SID) has become a landmark event in the online safety calendar. Starting as an initiative of the EU SafeBorders project in 2004 and taken up by the Insafe network as one of its earliest actions in 2005, Safer Internet Day has grown beyond its traditional geographic zone and is now celebrated in more than 180 countries and territories worldwide.

For this edition, we will again be reflecting on the European strategy for a [better internet for kids \(BIK+\)](#). Adopted in May 2022, the vision of the strategy is for age-appropriate digital services, where every child in Europe is **protected, empowered, and respected online**, and no one is left behind.

Campaign	Safer Internet Day (SID) 2024
Campaign timeframe	From Wednesday, 6 December 2023 to Sunday, 11 February 2024 and beyond.
Campaign timeline	<p><i>Please note – the following dates are indicative. Any visibility you can give to the campaign over the wider campaign timeframe will be much appreciated:</i></p> <ul style="list-style-type: none"> • 21/01 - 31/01/2024 – Focus on promoting the initiatives of Safer Internet Centres, global Safer Internet Day Committees, and industry partners to celebrate SID2024. • 01/02 - 05/02/2024 – Final countdown to SID2024. • 06/02/2024 – D-Day! • 06/02 - 12/02/2024 – SID follow-up activities.
Primary target audiences	Children, teenagers, parents, carers, teachers, educators, civil society organisations, industry representatives, policymakers, media representatives, researchers, and more!
Main channels	<ul style="list-style-type: none"> • Online – Safer Internet Day website, and social media profiles on Facebook, X (formerly Twitter) and LinkedIn.
Campaign hashtags	#SaferInternetDay and #SID2024 .
Main tools	<ul style="list-style-type: none"> • Engaging social media posts • Social media visuals • Infographic • Videos • Animations • Email signature

How you can help

To get the best possible response and involvement in celebrating Safer Internet Day around the world, we are calling on various stakeholders and supporters to share key messages and calls to action via their own platforms and networks. Ways in which you can support include:

- Sharing, liking, and commenting on our social media posts (see below for our main social media profile details).
- Creating your own social media posts (see below for suggested texts).
- Using a campaign visual on your social media profile (see below for suggested visuals).
- Using an email signature to promote the survey (see below for a suggested signature template).
- [Discover how Safer Internet Day is celebrated in your country](#) and [how you can get involved](#).
- Discover SID2024 [key campaign messages](#).
- For European Safer Internet Centres, check the Insafe Weekly Update to keep up to date with the latest activities.
- For wider SID stakeholders, refer to the regular campaign mailings and direct requests for profile updates.

Social media channels and assets

Our main social channels are as follows:

- *Facebook* – [@SaferInternetDay](#)
Please feel free to like, comment on and share the campaign-related messages we will regularly post on our Facebook page. Tag us using [@SaferInternetDay](#) and we will give your post some engagement.
- *X (formerly Twitter)* – [@SafeInternetDay](#)
Please feel free to post using the campaign hashtags [#SaferInternetDay](#) and [#SID2024](#) and repost our campaign-related posts as often as possible. Tag us using [@SafeInternetDay](#) so that we can repost you as well!
- *LinkedIn* – [@betterinternetforkids](#)
Please feel free to share, like and comment on the SID-related messages we regularly post on the Better Internet for Kids LinkedIn page. Tag us using [@BetterInternetforKids](#) and we will aim to give your post some engagement.

Dissemination timeline and content breakdown

Topic	Timeline	Details	Dissemination
<i>What are SICs and SID Committees doing for SID2024? What is industry doing for SID2024?</i>	From Tuesday, 2 January 2024 to Wednesday, 31 January 2024.	Focus on initiatives of SICs, SID Committees and industry partners to celebrate SID2024.	Evergreen messages and visual assets are included in this dissemination plan.
<i>Final countdown to SID2024</i>	From Thursday, 1 February 2024 to Monday, 5 February 2024.	General SID promotion. Dissemination of SID key messages.	Evergreen messages and visual assets are included in this dissemination plan.
<i>D-Day!</i>	On Tuesday, 6 February 2024.	Help us make some noise about Safer Internet Day 2024.	Social media messages and assets are included in this dissemination plan for partners.
<i>SID follow-up</i>	From Wednesday, 7 February 2024 to Sunday, 11 February 2024.	Follow-up activities, sharing results, recap of events.	Articles and posts from SICs and wider SID stakeholders will be reshared.

Campaign content breakdown

- 1. What are Safer Internet Centres and Safer Internet Day Committees doing for SID2024? What is industry doing for SID2024?** During the remainder of January, the focus will be on promoting initiatives and other events organised by the various Safer Internet Centres, global Safer Internet Day Committees, and industry partners to celebrate SID2024. Partners and other stakeholders can refer to this dissemination plan for evergreen content.
- 2. Final countdown to SID2024.** This final segment of the campaign will focus on disseminating SID key messages and will generally promote the day and national initiatives as it approaches.
- 3. D-Day!** On Tuesday, 6 February 2024, social media activity will be focused on making some noise about Safer Internet Day 2024 celebrations happening around the world.
- 4. SID follow-up.** In the days following SID2024, results about the impact of the campaign will be shared, as well as a recap of the different events and initiatives undertaken at a local level. Short articles and posts from Safer Internet Centres, global Safer Internet Day Committees, and industry partners are welcome, and will be given visibility and reshared.

Social media messages

🌟🌐 Two weeks until #SaferInternetDay 2024! 🌐🌟

📅 On Tuesday, 6 February 2024, millions of us will come together worldwide for a better internet! How will you celebrate #SID2024?

Get inspired 👉 www.saferinternetday.org

🌐💡 Envision the future of the internet with us!

On this @saferinternetday and every day our mission is to create an online space where users feel protected, empowered, and respected online.

🔍 Explore more at www.saferinternetday.org

🕒 5 days before #SID2024!

The 21st edition of #SaferInternetDay is approaching. Join us on Tuesday, 6 February 2024, as we unite globally 🌐 “Together for a better internet”!

Visit www.saferinternetday.org to find out how to get involved.

🌐 Last year, #SaferInternetDay was celebrated in more than 180 countries and territories.

Let us smash that record on Tuesday, 6 February 2024 for the 21st edition of @safeinternetday!

Get involved now! www.saferinternetday.org

🤔 Curious about who will join us to celebrate @safeinternetday on Tuesday, 6 February 2024 and how?

🔍👉 Explore ways to get involved and contribute to creating a better internet for everyone at www.saferinternetday.org





👨👩 Parental influence and guidance is pivotal in empowering children to use technology responsibly.


🔍 Visit www.saferinternetday.org to discover your role in this and contribute to fostering a safer online environment.


👨💻 Tech companies play a key role in shaping our online experiences. 🌐

👉 Their role is crucial in making a safer internet a reality.


🔍 Find out which companies support #SaferInternetDay at www.saferinternetday.org/supporters.




  Together for a better internet!  

 Policymakers can encourage the emergence of a culture in which we all play our part for a better internet. @safeinternetday 2024 is the perfect opportunity to reflect on how we can achieve this!
www.saferinternetday.org



 The first #SaferInternetDay was celebrated 21 years ago.

Time has flown, and our commitment to ensure a safer, better internet experience for everyone continues!

 Join the celebration this Tuesday, 6 February 2024 at www.saferinternetday.org





  Dive into the world of #SaferInternetDay! 


Discover its essence, your role in creating a better internet, and get answers to all your questions about #SID2024 at www.saferinternetday.org

  Are you ready for @safeinternetday 2024?

The Insafe network of Safer Internet Centres has prepared a gallery of resources to help you celebrate #SID2024 in your country!



  Visit www.saferinternetday.org/resources

  Get ready for the #SaferInternetDay!  

 Observed on Tuesday, 6 February 2024, in more than 180 countries and territories, on this day we come together for a better internet.

Find out more about #SID2024  www.saferinternetday.org

I support @safeinternetday 2024! Do you?

  Discover how you can get involved and celebrate the 21st edition #SaferInternetDay in your country at www.saferinternetday.org/in-your-country

Social media visuals

All visual assets (in English), including social media covers, will be shared with you in a separate zip file. If you wish to edit or translate the items, and further download them in PNG please [use this Canva link](#). Please click on 'Use template for new design'.

Please note, although we are only able to provide the dissemination plan and related assets in the English language, you are welcome to translate and localise the resources for your national campaign activities, and some editable visuals are provided for this purpose.



Countdowns





For further information and assistance with visuals or other social media content, please contact saferinternetday@betterinternetforkids.eu.

Infographic

An editable version of this infographic is available at this [Canva link](#) if you wish to translate the key messages. **Please click on 'Use template for new design'.**

WHEN?

Safer Internet Day takes place every February

This year, it will take place on Tuesday, 6 February 2024.

Tuesday
6 FEBRUARY
2024

#SID2024

WHERE?

In 2023, Safer Internet Day was celebrated in over 180 countries and territories worldwide. Let's make it more in 2024!

This year, in the 21st edition, we raise awareness of online safety issues and participate in events and activities globally.

www.saferinternetday.org

WHAT?

Millions of people come "Together for a better internet". They do so through a range of events and activities organised by SID supporters of all backgrounds – school assemblies, new educational resources, press conferences, industry and policy actions, and much more!

European Commission | INHOPE | ins@fe

Social media covers



An editable version of this social media cover is available [here](#). Please click on ‘Use template for new design’.

SID promotional video

As usual, a Safer Internet Day [promotional video](#) is available – we invite you to share this through your own activities. Although the voiceover is in English, please note that you can use the subtitle option in YouTube settings to provide alternative language overlays.



For country-based Safer Internet Day Committees only:

Should you wish to do so, we can also assist you in creating a version of the promo video dubbed in your national language and with subtitles which you can use as additional campaigning material. If you are interested in this option, please contact the [SID helpdesk](#) at your earliest convenience.

Email signature

Please feel free to use this email signature promoting the campaign. Follow the instructions in your email client for adding a new signature.



Safer Internet Day 2024
 Tuesday, 6 February
 Together for a better internet

Get involved!
 Visit www.saferinternetday.org

#SID2024 | #SaferInternetDay



Contact information

For all enquiries or assistance regarding Safer Internet Day campaign activities, please contact saferinternetday@betterinternetforkids.eu.

